

## FLORAL PARADE A BIG COMMERCIAL ASSET

Secretary Cooper Shows Why Business Firms Should take an Active Part Along With Society Folks.

The man who is to make a big success of the Floral Parade for 1910 has not yet been chosen by the members of the Promotion Committee, but it will not be many weeks before the man is chosen and asked to get in, get busy and bring out all the automobiles in town, because the coming parade is planned to be the biggest ever. In order that such a leader may have proper help it is altogether likely that women will have important committee assignments this time so that auto owners who may be backward about coming forward with their machines, can be induced by feminine persuasion to go in for the first prize.

The Promotion Committee held its regular weekly meeting yesterday afternoon, and about the only matter of importance discussed was the coming Floral Parade on February 29, 1910. The date is only a little over four months off, but time flies, as the Promotion Committee has had occasion to remember in past years, and it is the desire to get busy now and prepare plans that will be absolute and permanent.

**A Business Proposition.**  
The committee wishes to impress upon the business community the fact that the Floral Parade is not altogether a festival to amuse the local public, but a business proposition, akin to the Mardi Gras of New Orleans, the Mummers parade of Philadelphia and carnivals in continental Europe, having for its fundamental purpose the attraction of tourists from all countries to Hawaii. The first year the Floral Parade was designed as an amusement for a holiday, when there was nothing else to make a celebration of. The Promotion Committee now advertises the Floral Parade as one of the principal features of Honolulu's fête days, and is posturing up the principal cities of the world with the picture of a parade, making a campaign in a dozen different ways to draw attention to the parade. It has become a business proposition, just as is the Mardi Gras of New Orleans, and to that end the Promotion Committee hopes that business firms will take a deeper interest in it than ever.

The question of business houses putting in decorated cars or floats was discussed at some length. Last year the business houses drew out because there was no opportunity to advertise on these cars the name of their firm. The advertising feature was cut out

and will not be allowed next year, but it was shown that one firm, Ehlers & Co., entered a float. There was nothing about it to indicate what firm put it in, but there were many inquiries and as a result the firm got a good deal of advertising in that way.

**Advertising Government Lands.**  
Marston Campbell, Commissioner of Public Lands, in a letter to Acting Secretary Cooper of the Promotion Committee, said:

"In the matter of opening up government lands for homesteads, I beg to assure you that within a very short while, several thousand acres of government lands all over the Territory will be opened up for settlement, and a full list of the requirements of occupation will be furnished to the Promotion Committee, together with any literature bearing upon the subject. It is also the intention of the department to advertise the opening of these lands all over the United States, in order that people may be fully informed of the conditions here in Hawaii."

**Our Parade Copied.**  
Carrie F. Thomas, a relative of R. H. Trent of this city, has written the Promotion Committee that since the successful Memphis floral parade she has intended writing about how many of the Hawaiian ideas were copied and contributed to its success. When a floral parade was decided upon in Memphis, Mrs. Thomas took a copy of a Honolulu paper to the chairman, who was glad to get it. He said he had already written to Hawaii for pictures and suggestions.

"It may please you to know," she adds, "that four of your entries were copied, the purple wistaria summer house being copied by Mr. Starke (the chairman), and the 'Old Woman in the Shoe' by my sister Lida, who has a private school for girls and young ladies. Our float was quite beautiful and won first prize in class of four-horse vehicles. The prize is a solid silver vase, eighteen and a half inches high, imported by Tiffany, and valued at \$300. We want to thank you people of Hawaii for giving us the idea of the Shoe."

Mrs. Thomas has asked for some curios of Hawaii, some native specimens, etc., for the library at Memphis and these will be sent on to her.

**Secretary's Report.**  
In his regular weekly letter, Secretary Cooper writes:  
"It is high time that definite steps were taken to get our annual Washington's Birthday floral parade under way. A director must be selected and a general plan of the celebration decided upon without delay if we would make the most of our opportunity. Last year's parade was a greater success than previous years, but the work was made doubly hard for the director and his committees and for the citizens generally who assisted by the short time for preparation."

**Beginning to Realize.**  
"I believe that the people of Honolulu are beginning to fully appreciate the importance of our big annual event. During the first few years, most persons probably looked upon the floral parade as a novel diversion—a big play day for the amusement of automobile owners and the public generally. In short, that it was purely a local affair and had no wider significance, but it is now recognized in its true light as purely a business proposition and one of the big advertising assets of the Territory and it must continue to be looked at from this standpoint and marked on our calendar as a date that is to be made more and more a feature with each succeeding year—one that will be associated instinctively with the name Honolulu the world over."

**And Why Not?**  
"And why shouldn't it? See what New Orleans has made of her Mardi Gras. Does anyone suppose for a minute that that great southern city spends hundreds of thousands of dollars every year for the amusement of her own citizens? Or that Memphis is working with jealous energy to get a share of this notoriety, simply as a plaything for herself? Or that Pasadena, California; Portland, Oregon; Kansas City, Missouri; Houston, Texas, and a dozen other mainland cities have taken to holding annual 'Floral Festivals'; 'Rose Carnivals'; 'Nutsuch Carnivals'; etc., just for fun? Not at all. It's business and it pays."

**Honolulu Has Advantage.**  
"In this kind of thing, just as in most other advertising features, Honolulu has many advantages over all these other places. First and always, her geographical position is an asset and always will be until flying machines have made the world as familiar with Hawaii as the rest of the mainland now is with the states of the Middle West or New England. The bare name 'Hawaii' or 'Honolulu' now carries with it a glamour of the unknown and sets the imagination at work building air castles to our credit. And this is an asset that Ohio or Vermont or Oregon never can have."  
"Then again, the selection of Washington's Birthday was a most happy one and will always be distinctively our own, for February is probably the most unpleasant month of the year in most parts of the civilized world and no other place will ever be likely to try to wrest our laurels from us."

**Advertising in Europe.**  
"The Hawaii Promotion Committee has already spent about \$600 in advertising next February's event and will probably have some other bills to meet in this connection. Already, I presume, our posters have been distributed throughout Europe and within another week or two they will be well scattered over the mainland. It is now up to the people of Honolulu—and especially to the ones who profit directly by the tourist business—to take the matter up and make the 1910 floral parade a success. And there is every evidence that they will do so. I have talked with a number of leading business men and they are enthusiastic on the proposition. Last year there was only one business firm that had a vehicle in the parade, individual citizens making up the rest. This firm had one of the most appropriately decorated floats; and although mercantile displays and advertising features should not be admitted, every business house represented necessarily gets good advertising, especially if the feature is such as to attract attention."

WE HAVE JUST RECEIVED AN ASSORTMENT OF

### Hair Barrettes

Just the thing you have been looking for. Also a large assortment of

### Back Combs

that will suit anyone's taste.

### J. A. R. Vieira & Co.

115 HOTEL STREET.

### PANORAMIC FRIEZES

With something new in the wall paper line at

### LEWERS & COOKE, LTD

177 S. King Street

### Picture Hats

Swell styles just in.

### MISS POWER

Boston Building

### LEWIS & CO.

LEADING GROCERS.

KING STREET

TELEPHONE 240

### Send Your Suit

TO THE

### EAGLE DYEING AND CLEANING WORKS

TEL. 505, FORT STREET.

### HAWAIIAN DEVELOPMENT CO. LIMITED.

STANGENWALD BUILDING.  
F. B. McSTOCKER, Manager.  
P. O. Box No. 268. Cable: Develop

### School Supplies

WALL, NICHOLS CO., LTD.

FORT AND MERCHANT.

WE HAVE BEEN SELLING BRIDGE & BEACH MFG. CO.

### STOVES AND RANGES

for the last thirty years in Hawaii.

### Emmeluth & Co., Ltd

145 KING STREET.

### Home-Made Bread

FRESH DAILY.

Pies, Cakes, Doughnuts, Baked Beans Saturday.  
PERFECTION HOME BAKERY,  
BERETANIA NEXT TO EMMA.

### Everything in Paper

AMERICAN-HAWAIIAN PAPER & SUPPLY CO.  
FORT AND QUEEN STREETS

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## We Frame Pictures

With Taste and Due Regard to Effect

THE ARTS AND CRAFTS SHOP  
FORT BELOW KING STREET

## Kodaks . . . Cameras Supplies



Complete outfits for the amateur or professional. Films, plates, and supplies of all kinds guaranteed fresh.

DEVELOPING AND PRINTING A SPECIALTY.

### Honolulu Photo Supply Co.

"EVERYTHING PHOTOGRAPHIC." Fort, below Hotel

### J. LANDO

Has New Lines of Summer

### Underwear, B. V. D. Athletic Poris Net and Lace Weave

YOUR SIZE

152 Hotel Street, Opposite Young Hotel.

DELICATESSEN OF A HIGHER GRADE THAN USUAL IS TO BE HAD AT OUR SHOP AT THIS SEASON. THIS TERM APPLIES TO OUR

### Crystal Springs Butter

WHICH IS SUPERIOR TO THAT CARRIED ELSEWHERE.

## Metropolitan Market

W. F. HEILBRON, PROP.

TELEPHONE 45.

## BADGER'S FIRE EXTINGUISHERS

ARE TRUE TO NAME.

### J. A. GILMAN, - - - Agent

Room 400 Judd Building.

### Aching Heads Are Bad for Business

No one can transact business properly when his head is fairly splitting with pain.

No saleswoman or salesman can give satisfactory attention to customers when suffering from this torture.

Business of every kind today demands clear-headed consideration—freedom from disturbance as far as possible—and the aching head is a hindrance.

You can assure yourself certain relief from headaches by taking

### Stearns' Headache Wafers

One dose cures and you do not want it again until another headache comes; then you take it because you know what it will do for you. It is free from habit-forming drugs.

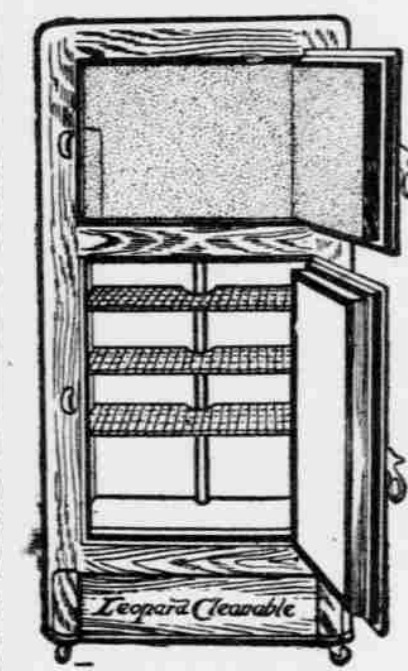
Justice to yourself demands that you get STEARNS'—the genuine.

### YOU ARE INVITED TO INSPECT THE DISPLAY OF NEW FALL MILLINERY

—AT—

### K. ISOSHIMA,

King St., near Bethel.



## If It's a "LEONARD"

### It's the Best

THE "LEONARD CLEANABLE" IS THE BEST REFRIGERATOR YOU CAN BUY.

### H. HACKFELD & CO., LIMITED.

HARDWARE DEPT.

### Iron Beds Mattresses

### Furniture

### Conye Furniture Co., Ltd.

### Wah Chong & Co.

WAVERLEY BLOCK

DRY GOODS

A necessity in every household—

Wiley's Folding Ironing Table

An improvement on the original, being made of reversed grain wood which will never warp.

TO BE HAD AT—

H. F. Bertelmann's Shop.

### TOWNSEND UNDERTAKING CO. LIMITED.

MUTUAL BURIAL ASSOCIATION. CITY MAUSOLEUM.

RING UP

### Levy's

For Groceries

Phone 76

## AUTOS

INDEPENDENT AUTO STAND, King and Bishop Streets. Phone 609.

### We Frame Pictures

AND INCREASE THEIR VALUE.

### Pacific Picture Framing Co.

Nuuanu below Hotel. Phone 222.

THERE IS ONLY ONE

### Peerless Preserving Paint

Office Fort St. opp. W. G. Irwin & Co.

TEL. 281 : : : : P. O. Box 757

### RAMBLER and REGAL AUTOMOBILES

E. A. WILDER : : : Agent

YOU HAVE  
SANITARY PLUMBING,  
ELECTRIC LIGHTS,  
ELEVATORS AND AUTOMOBILES.

WHY NOT  
VACUUM CLEANING?  
WILSON FEAGLER  
P. O. BOX 101

THE CUSHMAN MARINE MOTOR.

4-horsepower, weighs 145 lbs. A little wonder. Can be seen at Neill's workshop, 135 Merchant street.  
Machinery repaired, ship and general blacksmithing, gasoline engines, etc.

The Best Only.

IWAKAMI,  
JAPANESE GOODS.  
Hotel and Bethel.

## Combings

Made up the latest or any other style.

### EMRICH LUX

Harrison Block. Fort and Beretania

### THE STAR Merchant Tailor

Dyeing, Cleaning and Repairing all kinds of Clothes. Skillful workmen. Best in Town. All work Guaranteed. Telephone 182. Give us a Call. No. 208 Beretania St., near Emma St.

### Wing Tai & Co.

Contractors and Builders

Furniture, Wall Paper, Painting  
1216 Nuuanu Ave.

Weber Show Case & Fixture Co.

STOCK OF SHOWCASES IN THE WEST.  
320 S. Los Angeles St.,

Los Angeles, Cal., U. S. A.  
WRITE FOR CATALOG NO. 2 NOW READY.

### Scandinavia Belting

HONOLULU IRON WORKS COMPANY AGENTS.

## THE GUINEA PIG PROVED IT

That dandruff, itching scalp and falling hair, are caused by a germ or parasite is now recognized by dermatologists everywhere.

A notable demonstration was by Drs. Lassar and Bishop, who took dandruff scales from the head of a student who was losing his hair and having made a pomade of them with vaseline, rubbed the same upon a guinea-pig, and the pig became bald. (See George Thomas Jackson, M.D., on diseases of skin, 4th edition).

Newbro's Herpicide kills the germ that causes dandruff, itching scalp and falling hair. Keep your scalp in a sanitary condition with Herpicide and extraordinary results will follow. Stops itching of the scalp instantly. Try it.

Two sizes, 50c. and \$1.00. At Drug Stores. Send 10c. in stamps to The Herpicide Co., Dept. N., Detroit, Mich., for a sample. Guaranteed under the Food and Drugs Act, June 30, 1908. Serial No. 915.

BE SURE YOU GET HERPICIDE

### Hollister Drug Co.

SPECIAL AGENTS

Applications at Prominent Barber Shops